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ABSTRACT

This publication contains curriculum suggestions for teaching Environmental and Community Health-Consumer Health, for grades seven, eight, and nine. Outcomes desired at this level include: 1) being aware of the practice of health quackery and being able to recognize those traits that characterize the health fraud, his techniques, and his products; 2) to fully understand the hazards of health quackery and the reasons why quackery continues to flourish in our society; 3) having an awareness of the basic factors involved in consumer motivation and the significance of the teen-age consumer of health services and products; and 4) developing those insights and abilities that characterize intelligent and discriminating consumer health practice. The publication format of four columns is intended to provide teachers with a basic content outline in the first column; a listing of the major understandings and fundamental concepts which pupils may achieve in the second column; and information specifically designed for classroom teachers which should provide them with resource materials, teaching aids, and supplementary information, in the third and fourth columns. (KJ)

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PROTOTYPE
CURRICULUM MATERIALS
FOR THE ELEMENTARY
AND SECONDARY GRADES

HEALTH

STRAND IV ENVIRONMENTAL AND COMMUNITY HEALTH

CG005030

Consumer Health for Grades 7, 8, and 9

Special edition for evaluation and discussion

THE UNIVERSITY OF THE STATE OF NEW YORK/THE STATE EDUCATION DEPARTMENT
BUREAU OF SECONDARY CURRICULUM DEVELOPMENT/ALBANY, NEW YORK 12224/1969

ED037738

HEALTH CURRICULUM MATERIALS
Grades 7, 8, 9

STRAND IV, ENVIRONMENTAL AND COMMUNITY HEALTH
CONSUMER HEALTH EDUCATION

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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The University of the State of New York/The State Education Department
Bureau of Secondary Curriculum Development/Albany 12224
1969

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FOREWORD

This publication contains curriculum suggestions for teaching Strand IV - Environmental and Community Health - Consumer Health, for grades 7, 8, and 9.

The publication format of four columns is intended to provide teachers with a basic content outline in the first column; a listing of the major understandings and fundamental concepts which children may achieve, in the second column; and information specifically designed for classroom teachers which should provide them with resource materials, teaching aids, and supplementary information, in the third and fourth columns.

The comprehensive nature of the health program makes it imperative that teachers gain familiarity with all of the strands presently in print. In this way, important teaching-learning experiences may be developed by cross referring from one strand to another.

It is recommended that the health coordinator in each school system review these materials carefully and consult with teachers, administrators, and leaders of interested parent groups in order to determine the most appropriate manner in which to utilize this strand as an integral part of a locally adapted, broad and comprehensive program in health education.

The curriculum materials presented here are in tentative form and are subject to modification in content and sequence. Critiques of the format, content, and sequence are welcomed.

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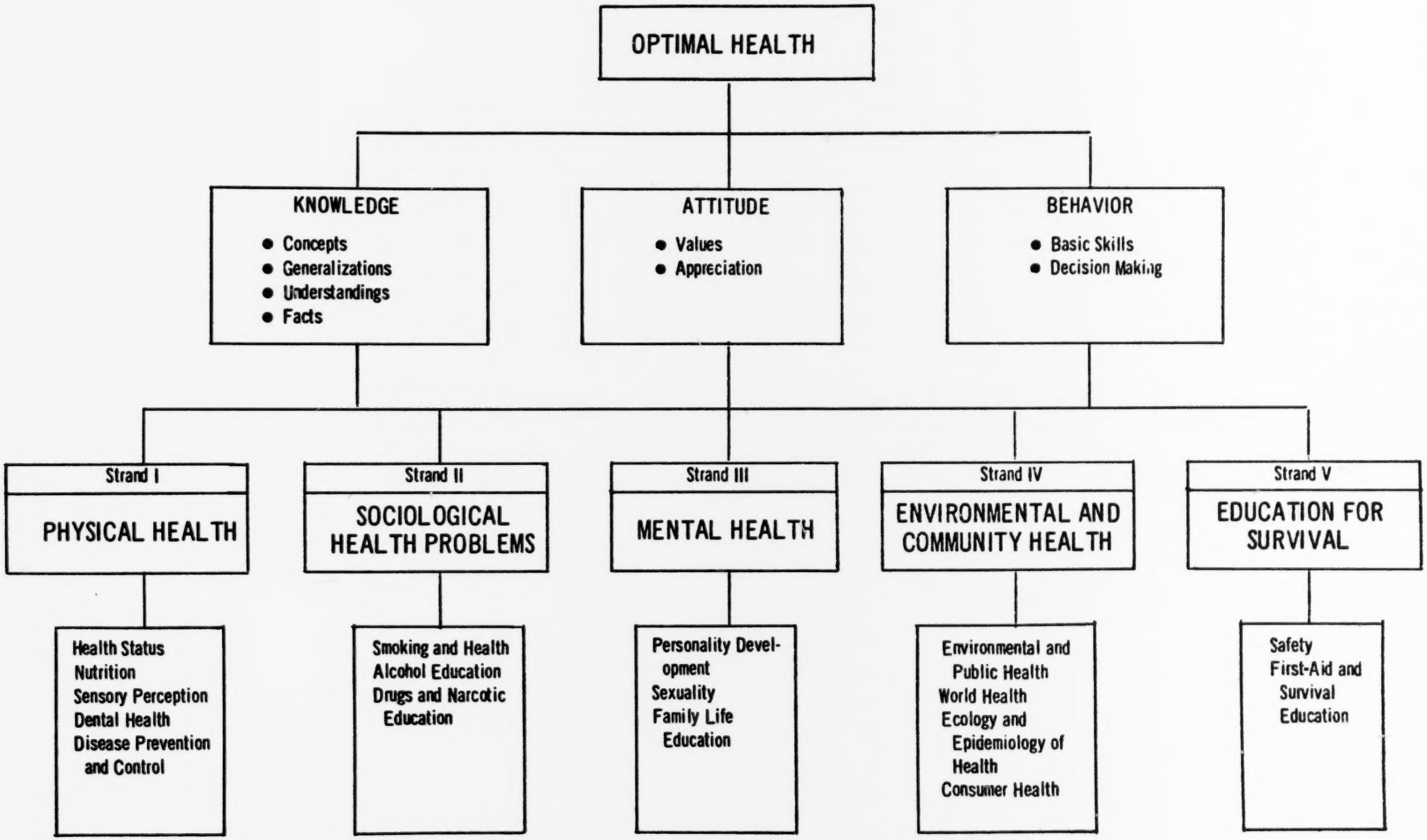
OPTIMAL HEALTH
KNOWLEDGE
• Concepts
• Generalizations
• Understandings
• Facts
ATTITUDE
• Values
• Appreciation
BEHAVIOR
• Basic Skills
• Decision Making
Strand I
PHYSICAL HEALTH
Health Status
Nutrition
Sensory Perception
Dental Health
Disease Prevention and Control
Strand II
SOCIOLOGICAL HEALTH PROBLEMS
Smoking and Health
Alcohol Education
Drugs and Narcotic Education
Strand III
MENTAL HEALTH
Personality Development
Sexuality
Family Life Education
Strand IV
ENVIRONMENTAL AND COMMUNITY HEALTH
Environmental and Public Health
World Health
Ecology and Epidemiology of Health
Consumer Health
Strand V
EDUCATION FOR SURVIVAL
Safety
First-Aid and Survival Education

OVERVIEW

The junior high school years represent, for many youth, their first opportunity to earn and spend their own money. Furthermore, this developmental period is characterized by an increasing reluctance to follow the advice of parents and other adults who occupy positions of authority. Both of these characteristics of 7th, 8th, and 9th grade students have important implications for consumer health education.

Obviously, the fact that junior high school students generally have more of their own money to spend, increases their potential as health consumers. Secondly, their strivings for independence preclude success in educational programs that are dogmatic, rigid, and reflective of adult values.

Greater success can be realized if teachers approach consumer health instruction objectively, and emphasize the extent to which the promoters and advertisers of health services and projects are misleading and exploiting teen-agers.

OUTCOMES

The pupil in grades 7, 8, and 9 should -

1. be aware of the practice of health quackery and be able to recognize those traits that characterize the health fraud, his techniques, and his products.

2. fully understand the hazards of health quackery and the reasons why quackery continues to flourish in our society.

3. be familiar with the historical highlights of health quackery in the United States, so as to better appreciate the nature of contemporary health frauds.

4. appreciate past and present governmental efforts to protect the public from fraudulent health practice and identify the strengths and weaknesses of these protective measures.

5. be cognizant of the role of professional groups, voluntary agencies, and others in consumer health protection.

6. have an awareness of the basic factors involved in consumer motivation and the significance of the teen-age consumer of health services and products.

7. develop those insights and abilities that characterize intelligent and discriminating consumer health practice.

Environmental and Community Health

Consumer Health

(Teaching Units for Grades Four through Twelve)

Intermediate Grades

I. The Health Consumer

II. Ethical Advertising and Protection

III. Undesirable Promotional and Advertising Techniques

Junior High School

I. Quackery and Quacks

II. Consumer Protection

III. Consumer Motivation

Senior High School

I. Influences on Consumer Behavior

II. Contemporary Quackery and Pseudoscientific Practice

III. Health Personnel and Medical Care

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OUTLINE OF CONTENT	MAJOR UNDERSTANDINGS AND FUNDAMENTAL CONCEPTS	SUGGESTED TEACHING AIDS AND LEARNING ACTIVITIES	SUPPLEMENTARY INFORMATION FOR TEACHERS
I. Quackery and Quacks			
A. Definitions			
1. Health quackery	Health quackery prevents consumers from engaging in sound health practices and deprives them of adequate health protection.	Keep a running list of vocabulary words for each major area in this unit. Review from time to time with flash cards.	*Health quackery* embraces all of those practices engaged in for economic gain or out of distorted belief, which lead the individual from intelligent health practices or deprive him of adequate health protection.
2. Health quack	Health quacks are those who make false claims to medical knowledge, or who make fraudulent claims of treatment or cure.		The quack may be a physician, a practitioner of a healing cult, or he may claim no medical education whatsoever. The vast majority of quacks are dishonest and their motive is to make money at the expense of unwary customers. However, a few of these individuals are sincere in believing they have health panacea. *Sincerity*, however, is *not* a test of truth. It is impossible to distinguish a health quack from a legitimate health practitioner by appearance alone.
B. Recognizing the quack	There are definite characteristics by which an informed public may recognize the health	Prepare a bulletin board to highlight those traits that identify a health quack.	Health quackery may not be characterized by all of these characteristics. Usually, more than one of

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	quack.		the following traits can be identified.
1. Secret formulas or devices	Reputable physicians share their ideas, findings, and other pertinent information with the rest of the scientific community.		Quacks often claim not only an absolute cure, but a quick and permanent cure. Many times they claim that their cure is known only to themselves and may bear the quack's own name or that of a fictitious research foundation.
2. Guarantee of cure	Unlike reliable practitioners, the quack promises sure and quick cures.		Reputable medical practitioners characteristically refrain from promising cures, although they may express optimism in their prognosis.
3. Use of advertisements and case histories	A doctor's reputation becomes well known by his professional qualifications and it is unnecessary for him to advertise for clients as do many medical frauds.		It is not uncommon for reputable medical personnel, new to a community, to announce that they are establishing a professional practice. The quack, however, routinely advertises to encourage new business. Often, case histories (real or imagined) are used in these advertisements.
4. Testimonials	The reliability of testimonials is often doubtful and the health consumer should realize that fraudulent practitioners often use testimonials to	Locate testimonials in magazines. With opaque projector project these on a wall, and discuss how they are lacking in scientific validity.	Testimonials are statements made by real or imagined people, attesting to the success of a quack's treatment. Those providing testimonials may be

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	increase sales.		relatives or friends of the quack or, as in many instances, fictitious people. Sometimes, those making the testimonial are paid quite handsomely. Reliable health practitioners become known because of their professional competency and do not have to rely on such questionable promotional practices as testimonials.
5. Clamor for medical investigation and recognition	Legally any promoter of a drug must undertake the responsibility of proving its safety and effectiveness prior to interstate shipment. Many quacks turn this responsibility around in their promotion to the public.		Many who testify in support of a quack's treatment have only the quack's word that they were afflicted with a particular disease which had "disappeared."
6. Claims of persecution by medical men who are afraid of competition	When the health fraud is exposed by his professional colleagues, he may react by claiming that he is being persecuted by them.	Invite a qualified person from the community to visit the class to talk on quacks, faddists, and cults.	The American Medical Association's Department of Investigation and state and county medical societies check on practices in medical quackery.
7. Claims that conventional forms of therapy will cause more harm than good	Quacks may ridicule conventional forms of diagnosis and/or treatment and substitute a technique or device known only to themselves.	Plan a skit that will illustrate the different characteristics of the health quack. Students should be able to identify these traits.	Frequently, quacks claim that drugs, surgery, and X-ray treatment will do more harm than good. They may discourage a client from seeking consultation with competent medical counsel. The resultant delay in

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			diagnosis and treatment may have serious consequences for the client.
C. Quack modalities	A modality, in the medical sense, means "any therapeutic device."		Quack modalities may be grouped into one or more of the following categories: (1) Those dangerous to health or life when used without proper supervision (2) Those worthless for the purposes which they are offered (3) Those offered for conditions for which they alone do not constitute competent treatment and where unwise self-treatment may permit the conditions to progress so far that the damage cannot be rectified.
1. Nostrums	Nostrums are pseudo-scientific chemical preparations prepared and distributed by health frauds.	Perhaps a local antique dealer has a bottle that once contained Dr. Hostetter's Bitters or some other nostrum. An account of Hostetter's enterprise may be found in *The Golden Age of Quackery* by Holbrook.	
2. Mechanical devices		Filmstrip: *Mechanical Quackery* The AMA pamphlet, Mechanical	Often, devices rely on small amounts of electricity to bring about their "benefits." Flashing

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		Quackery, provides an interesting account of mechanical quackery.	lights, sound, and magnets are commonly a part of these devices.
3. Secret regimens	Secret regimens, usually of a dietary nature, frequently represent a distorted view of basic health procedures.		The recent emphasis on physical fitness has given impetus to exercising programs that make absurd health claims.
		In chart form list examples of nostrums, mechanical devices, and secret regimens.	
D. Common quack approaches	Health quacks employ many approaches in making their appeal to the public.		A variety of approaches may be used by quacks. In most of these a definite "pitch" may be identified.
1. House-to-house peddling		Small groups of students can dramatize a brief situation in which a door-to-door salesman attempts to sell a health product to a housewife.	Door-to-door peddlers may attempt to discuss health problems, give advice, and sell you the product they are promoting.
			Many communities have ordinances prohibiting unlicensed solicitations from door-to-door.
2. Health lectures		Prepare a health lecture to convince the class that they should take advantage of your "special offer." Include truths, half-truths, and false statements in your presentation. Students should be able to separate fact from fiction.	Health lecturers often rent a meeting hall or hotel room, where they make their "pitch." Other quacks use radio spots to lecture about health and promote their products. These individuals are not to be confused with recognized

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			experts who frequently appear on the mass media. The self-appointed "expert" often cleverly mixes sense and nonsense and appears to be especially qualified to speak on his subject. Frequently, a free offer of a book or sample is a part of his "pitch."
3. Mail order gimmicks		Examine mail order ads or offers and have class determine the clarity of the statements made - by asking themselves the question - "How much do I know about this advertised product?" Read from the Post Office Department Publication, "Mail Fraud!"	Many responsible firms have large and reliable mail order businesses. They do not, however, advertise in sensationalist publications, nor do they make extravagant, deceptive, and exaggerated claims for grossly over-priced, poorly described, and often useless or harmful products.
4. Books and literature		Several pseudoscientific paperbacks on health subjects appear from time to time at newsstands. Review these and you may find an excellent example of quack literature. Many of the so-called "health guides" fall into this category. Display a copy of "Calories Don't Count," and discuss the main points	It is quite unlikely that we will ever be able to control the scientific accuracy of all publications. The quack may take advantage of this by publishing books, journals, or pamphlets to promote his cause.

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		of Taller's appeal. Does his point of view follow that of recognized experts?	
5. "Health" practitioners		Discuss how a person can distinguish between a professionally prepared person and an unreliable practitioner. List distinctions on the board.	Usually lacking the credentials of reliable health personnel, these so-called experts often go by the title of "doctor," wear white jackets, use impressive scientific terminology, display phony diplomas, and have complex diagnostic and therapeutic devices that appear authentic.
E. The hazards of quackery			
1. Discourages one from seeing a competent physician	Quackery represents a threat to the health, welfare, and life of the individual who is treated by the quack. The victim may receive treatment which will actually worsen the condition.	Have students list, and discuss briefly those health problems in which delay in diagnosis and treatment may have serious consequences. Ask family and relatives to give examples of treatments they have used that were not successful. By whom prescribed? What were the claims?	This needless delay in diagnosis and treatment prevents a person from receiving treatment early in the course of a disease. This is the major reason why cancer quackery is so tragic. In some cases, the sickness is so advanced that medical science is of limited value. In some types of arthritis, it is not advisable for the victim to exercise the affected part of the body.

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			Yet, some phony treatment methods emphasize exercises that aggravate arthritis.
2. Human suffering and loss of life			Useless treatments do not lessen the discomfort caused by illness. As the disease process continues, the discomfort increases. Some quack treatments, such as using acid to remove facial blemishes, are extremely painful and may cause more damage to the skin than was caused by the original skin problem.
3. Useless expenditures of money		The Better Business Bureau publication, "Facts You Should Know About Health Quackery," provides interesting insights.	Since financial gain is the objective of most quacks, it follows that their fees will be high. The Food and Drug Administration has estimated that 10 million dollars per year is spent on useless cancer cures. This is not difficult to understand when one realizes that many cancer victims are willing to pay any amount to any individual promising to cure their condition.
4. Self-propagating nature of		Discuss the statement: "The nature of quackery is	Whenever a quack is able to convince a client that

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quackery		contagious."	he has helped him, the client's faith is strengthened. This often occurs when the quack diagnoses an illness that does not exist. Following useless treatment by the quack, the patient discovers that nonexistent illness has been "cured." The quack's reputation is thus established and he can expect new patients referred to him by the other individual.
F. Why do people consult medical frauds?	People consult medical frauds for many different reasons.		
1. Fear		Have students discuss situations in which fear of illness or bodily harm has resulted in useless or harmful responses on the individual's part. What courses of action should have been taken in these situations?	Fear is one of the most powerful of human motivators. When an individual is afraid that certain discomforts indicate a serious illness, he will do most anything to prevent disability or death. Quacks thrive on the emotion of fear.
2. Persons ill with incurable or poorly understood illnesses	Many psychological factors which drive individuals to the danger of self-medication also push them into the arms of a quack.	Ask students to suggest illnesses for which there is presently no known cure. Individuals afflicted with these illnesses are, in a	One characteristic of an ethical medical practitioner is his honesty. When a physician informs a patient that there is no

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		sense, vulnerable to quackery.	known medical cure for arthritis, the patient is obviously discouraged. Though the physician may be able to substantially reduce the discomfort associated with arthritis, the patient is interested in being cured. If a "pseudomedical" man promises a "cure," many individuals will grasp this ray of hope and accept quack treatment.
3. Lack of information		Review the characteristics of the health quack and his techniques. Have students ask family and grandparents to give examples of a home remedy that has been handed down by their parents.	Public education concerning the quack and his insidious methods is perhaps the most important means of protecting the public from medical frauds and other quacks.
4. The antimedical personality		Many individuals are reluctant to consult competent medical practitioners because they fear that he will discover an abnormality. Students may discuss this reasoning.	Many individuals resist contacts with physicians for reasons other than fear or ignorance. It appears that some of these people lack faith in physicians. The reasons for this attitude are complex and may be a result of fear and lack of information.

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5. Modern health trends	Many elements work together to produce a comfortable climate for the quack. He knows that his services may be more in demand today than they were yesterday.	Have students react to Dr. Goddard's reasons for our vulnerability to medical quackery today and explain how each of his reasons makes us more susceptible to the medical quack and his products. Your class may be interested in preparing an assembly program highlighting the characteristics of quacks and how one becomes a victim of these frauds. This drama may also be presented to the PTA or other community groups.	James Goddard, former Commissioner of the F.D.A., has indicated that the public is more vulnerable today to medical quackery for the following reasons: (1) We are more health conscious today than ever before. (2) We are exposed to more health articles and advertisements than ever before. (3) We have seen science achieve goals that were once thought to be impossible for man to achieve. (4) We are more aware of health developments and practices in other countries than ever before. All these elements work together to produce a comfortable climate for the quack. He knows that his services may be more in demand today than they were yesterday.
G. Highlights in the history of quackery	Quackery has a long and interesting history in this growth of our country.	Have a small group of students search for records of ancient remedies used in the Middle Ages.	Quackery has existed in the U.S. since colonial times, and its earlier history dates back to our earliest historical records.

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		Pertinent illustrations may be found in Holbrook's *The Golden Age of Quackery*.	
1. Quackery in Colonial America		Teachers may find selections from Chapter 1 of *The Toadstool Millionaires* useful to read orally to class. If time permits, students might prepare and present reports on illustrations such as: Elisha Perkin's metallic trators Thomas Dyatt's patent medicines Hostetter's Bitters	American quackery dates back to 1630, when Nicholas Knopp was fined 5 pounds for selling ordinary water as a cure for scurvy. The first known patent medicine in America was developed during the Colonial Period. This nostrum, Tuscarora Rice, was apparently made from Indian corn and was sold as a cure for consumption (tuberculosis). Though the patent for this concoction was issued in England, it was developed by an American and sold in the colonies.
2. Contemporary case studies	A victim of medical quackery today is deprived of the benefits of modern medicine which might mean the difference between life and death.	Individual students may be asked to prepare reports on some of our contemporary health quacks. See if students can find examples of contemporary quackery from their own, or their families' experience.	In spite of this nation's high level of technological development, great national wealth, and high standard of living, it is likely that as many health frauds are being perpetrated in the last half of the 20th century as in the latter 19th century.

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II. Consumer Protection			
A. Early efforts	The dangers of health quackery have been recognized for centuries, and governments have passed legislation to protect the public from these hazards.		In 1202, King John of England proclaimed the first English food law, the Assize of Bread. This prohibited the adulteration of bread with such ingredients as beans or peas. In 1784, Massachusetts enacted the first general food law in the United States. In 1848, Edwards law was passed to prohibit the importation of adulterated drugs. The mail fraud statute, enacted in 1872, represented the first Federal effort to protect the public from dishonest promoters. During the period 1891-1895, partial protection of domestic consumers was effected by acts requiring inspection of animals for diseases before slaughtering.
B. 20th century legislation			
1. Food and Drug Act of 1906			The original Food and Drug Act (1906), the Heyburn Act, passed by Congress

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			and signed June 30 by President Theodore Roosevelt. The Sherley Amendment prohibited labeling medicines with false and fraudulent therapeutic claims.
2. Federal Food, Drug, and Cosmetic Act of 1938		Assign a small group of students to discover the new provisions of the Food, Drug, and Cosmetic Act of 1938.	The Federal Trade Commission, organized in 1915, prevents price fixing, boycotts, monopolies, and unfair competition.
3. Other significant legislation a. July 6, 1945 (certification of the safety and efficacy of penicillin)			The 1938 Act was also known as the Copeland Bill. In 1945 a federal act was amended to require certification of the safety and efficacy of penicillin. Later amendments extended this requirement to other antibiotics.
b. Durham-Humphrey Amendment October 26, 1951			Specifically required that drugs which cannot be safely used without medical supervision bear the prescription legend on the label and be dispersed only upon a physician's written order.

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c. October 10, 1962 (Kefauver-Harris Drug Amendments)		Review the specific requirements of the Kefauver-Harris Amendment.	In 1962, the Kefauver-Harris Drug Amendments passed to assure a greater degree of safety, effectiveness, and reliability of prescription drugs, and to strengthen new drug clearance procedures.
C. Federal organizations	Several governmental agencies have as their major role the protection of the public from health frauds.		In 1927, a law enforcement agency was formed and became known as the Food, Drug, and Insecticide Administration. It was this same agency whose name was changed to the Food and Drug Administration in 1931. Walter G. Campbell was its first chief.
1. Food and Drug Administration	The principal task of the F.D.A. is to enforce the Federal Food, Drug, and Cosmetic Act.	Assign readings from recent issues of FDA publication, *F.D.A. Papers*. (see reference list) Any of the FDA materials describing the specific functions of this organization could be made available for review.	Originally the FDA was a part of the Department of Agriculture. In 1940 it became a part of the Federal Security Agency, and on April 11, 1953, they both became part of the Department of Health, Education, and Welfare. The FDA attempts to carry out the purpose of Congress to insure that foods are pure, safe, and wholesome; that drugs and therapeutic devices are safe and

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			effective for their intended uses; that cosmetics are safe and prepared from appropriate ingredients; and that all of these products are honestly and informatively labeled and packaged. Prior to 1938, there were no official standards to show the normal composition of food products.
		Invite a representative from your regional FDA office to speak to your student body to discuss FDA functions. Show the film *A Reason for Confidence*.	Makes periodic inspections of food, drugs, devices, and cosmetic establishments and examines samples of these products from interstate commerce. Assists industry in voluntary compliance with the law, and in setting up controls to prevent violations. Requires manufacturers to prove the safety and effectiveness of new drugs prior to their marketing. The FDA has jurisdiction over prescription-drugs advertising. Every batch of antibiotics drugs (except for a few exemptions), for human consumption and of insulin, are tested for safety and

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			effectiveness before they are sold. The manufacturers and ultimately the consumers absorb the costs of these testing procedures.
2. Federal Trade Commission	The FTC among its various responsibilities, has jurisdiction over the advertising of foods, nonprescription drugs, cosmetics, and devices, regardless of the communication media used.	Have students conduct research to determine the relationship between the FTC and the Sherman Antitrust Act of 1890 and the Clayton Act of 1914.	The Federal Trade Commission was organized and began functioning on March 16, 1915.
a. Safeguards the free-enterprise system			The FTC prevents price-fixing agreements, boycotts, monopolies, and other methods of unfair competition.
b. False advertising		Tape statements from radio and television commercials. Have students suggest whether the statements are true, false, or misleading.	When false advertising is revealed, the Commission issues a complaint. If the advertising is proven false, a cease and desist order is issued and the offender must stop the practice. The FTC work is limited by the size of its staff and the overwhelming task of demonstrating that advertising practices are false.
3. Post Office Department	The United States Post Office Department protects the consumer by preventing		

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	the use of the mails to perpetuate fraudulent schemes and the selling of nostrums.		
a. Tries to protect the public from mail fraud		Identify an infamous character known as "Dr." Roy DeWelles. Information about this man and his fraudulent mail order scheme may be obtained from the Post Office Department. Arrange for the local postmaster, postal inspector, or divisional inspector to speak with your class regarding Post Office Department efforts to safeguard our mails from medical frauds.	Despite the efforts of the Post Office Department, the American public is bilked over $100 million a year through mail fraud. Of the endless variety of schemes perpetrated, the most vicious involve the sale of worthless medicines and therapeutic devices.
b. Controls obscenity in the mail			Mail order enterprises send lurid unsolicited advertisements through the mails. Through sealed envelopes and first class postage, these promoters insure against postal inspection. When any citizen suspects that he is the recipient of objectionable or fraudulent material via the mails, the local Post Office Department should be contacted.

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D. Professional groups	Various local, state, and national professional groups conduct anti-quackery programs.	Have the class compare a list of other professional groups which may protect against quackery.	To protect their members and other citizens, many professional groups are assuming functions relating to consumer health.
1. American Medical, Dental, Dietetic, and Hospital Associations		Invite representatives from, or have members of the class write, these professional groups to determine how each protects the consumer.	
2. State and local professional societies			
E. Voluntary health agencies	Voluntary health agencies, especially those concerned with chronic diseases, engage in activities to combat health quackery.	Local ACS agencies may provide a speaker to discuss activities to expose cancer quackery.	
1. American Cancer Society			
2. Arthritis Foundation, Inc.		Contact the Arthritis Foundation, Inc., 432 Park Avenue, South, New York, New York, and request information on arthritis quackery.	
F. Commercial groups	Commercial groups are often able to advise the health consumer of the reliability or authenticity of health products.	A student committee could contact the nearest local Better Business Bureau and arrange for a speaker to discuss the nature and purpose of this	The publication, "Facts You Should Know About Your BBB," is available from local bureaus and is a good teacher reference.

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		organization. If your local community does not have a local BBB, perhaps a member of your Chamber of Commerce might visit with your class to discuss "consumer protection in your community."	
2. Consumer's Research		Have the class react to ratings of products in a recent issue of *Consumer Bulletin*. It will be an easy task to stimulate interest in this publication.	The teacher may locate specific information regarding this organization by writing to: Consumer's Research, Inc. Washington, New Jersey 07882
3. Consumers Union, Inc.		Determine the nature of Consumers Union research program.	*Consumer Reports* is published monthly to tell consumers the truth about consumer goods and services. A section called "The Docket" reports on federal action. Reports are issued by the agency or department concerned.
4. Magazine Testing and Rating Services	Magazines sometimes rate health products and it is important to understand exactly what these ratings mean to the consumer.		
a. Good Housekeeping		Discuss the circumstances under which a product is awarded the Good Housekeeping seal of approval.	Information about the Good Housekeeping Institute may be obtained from: Willie Mae Rogers, Director

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			Good Housekeeping Institute 959 Eighth Avenue New York, New York 10019
b. Parent's Magazine			Parent's Magazine tests the products that are submitted to it for advertising. Since they do not have commercial laboratories of their own, their product tests are conducted by commercial laboratories.
c. Changing Times			
III. Consumer Motivation			
A. Motives	The use of psychological techniques and motivation analysis to guide campaigns of persuasion has become the basis for selling various wares to the public.		A motive is something that prompts a person to act in a certain way. The term "motive" may be used synonymously with "incentive."
B. Role of motives (incentives) in consumer behavior	There is a basic reason for all human behavior. The motives that guide health behavior are often complex and involve emotional responses.	Have each student write down his reason for being in school today. Analyze these, emphasizing the variety of motives at work.	Foremost among the human motivations that serve as incentives to the consumer of health products and services are anxiety, worry, fear, and hope.

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C. Classifications of motives	Purchasing motives may be grouped broadly as either rational or emotional.	Initiate a discussion in this area by considering the question: Is one's desire to preserve his health a rational or emotional consumer motive?	
1. Rational motives	Rational motivation generally leads to more appropriate consumer behavior than does emotional motivation.	If a student was considering buying an over-the-counter product to alleviate a skin condition, how might he reach his decision rationally? Student comments may be recorded on the chalkboard and reacted to by the entire class.	Advertisers claim that there is a definite trend away from rational buying. Rational buying involves consideration of the appropriateness of the purchase; the efficiency, quality, and durability of the product; and its economy.
2. Emotional motives	Emotional motives for buying health products and services may lead to unwise and dangerous consumer behavior.	Have students suggest emotional motives for various purchases they or members of their family have made.	Consumer emotional motives include emulation, pride, acceptance by others, prestige, social achievement, pleasure.
D. Consumer purchasing patterns	The manufacturers of health products are very much aware of the purchasing patterns of the public.		
1. Products people buy	In most studies of purchasing patterns the manufacturers attempt to determine what products and brands people are buying.		The Report of the Surgeon General's Sub-Committee has caused a dramatic change in the kinds of cigarettes being manufactured in the U. S. today. Filter-tip cigarettes that formerly made up less than 5 percent of the total

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			U. S. market now represent well over 50 percent of the market.
2. When people buy	Usage during different seasons of the year is characteristic of many products.	Have a group of students research and report on the value of sun glasses, suntan lotion, or other seasonal health products. "Hay fever" preparations and common cold "remedies" may also be considered seasonal products. The efficacy of these products may also be examined at this point.	Suntan lotion is widely promoted during the spring and summer months and is seldom heard of during the "off season." Many other products have a similar seasonal pattern.
3. Fashion and fads	Consumer research can be one of the most effective ways of analyzing fashions, fads, and other consumer trends.	The question of "teen fads" related to health may be explored now or approached at a later time in this unit. Consult your class for suggestions in this area. Dietary fads, complexion aids, etc., are examples.	Imagine how important the trend (fad) away from fatty foods and especially saturated fats is to the manufacturers of cooking oils.
E. The teen-age consumer	The teen-age market offers a lucrative business to those promoting health services and products.	Have each student make a list of the health products he buys or would like to buy. Two students can compile a major list from all classes to show the purchasing interest at this age.	Teenagers have been receiving special attention from advertisers for the past few years because 1. teenagers have a great deal of buying power today, and 2. the buying patterns developed during the

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			teens will influence their habits as adults.
1. Buying power	During one's lifetime approximately 5 percent of an individual's income is spent on health and medical care.	Determine to what extent the members of your class are "brand" conscious. The health products in your survey might include tooth paste, facial cream or other similar cosmetics, vitamins, aspirin, etc. List on the board the reasons why they purchased a certain brand. From this list decide if it was a rational or emotional decision.	The teen-age market grows larger in size and in buying power each day. It is estimated that today's teens will receive some twelve billion dollars a year in allowances, gifts, and incomes. In 1963 an estimated 22,500,000 American teenagers spent a total of $11,000,000,000 an average of nearly $500 each, According to "The Teen-Age Tide" (*Time*, October 9, 1964), 1. "Though they comprise only 11 percent of the female population, teen-age girls account for 23 percent of all cosmetic and toilet goods sales ($450,000,000 worth each year), take home 20 percent of all woman's clothes sold." 2. "The boys spend $120,000,000 a year on such items as hair cream, mouthwash, and deodorant."

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2. Influence on family buying patterns	It appears that teenagers, as a group, exert a considerable amount of emotional influence on the purchases made by the family.	Bring in examples of T.V. commercials, typed or written. List, or discuss, the ways in which you are being influenced to buy.	
3. From dependent childhood to independent adulthood	Much of the consumer behavior of teenagers gives evidence of their strivings for adulthood.	Determine which current T.V. shows are regularly watched by members of your class. Do these shows appear to represent those designed for teenagers? Which products are sold by the sponsors? In visual or audio form, prepare an advertisement which would appeal to teenagers. Note the motivational device used.	Material symbols of adult independence, therefore, have a strong appeal to some young people. Alcohol, automobiles, tobacco products, certain items of clothing, etc., are some of these products. An analysis of many teenage T.V. show advertisements indicates how sponsors select products that appeal to the young.

CONSUMER HEALTH EDUCATION

Suggested References

Books

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Berleson, Bernard, editor. *The Behavioral Sciences Today*. Torch-Harper Torchbooks, New York. $2.25. (TB1127)

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Changing Times. *Kiplinger's Family Buying Guide*. A. B. Barach, ed. Prentice-Hall. 1959.

Consumer Bulletin Annual. Consumer Research, Inc. Washington, New Jersey. 1969.

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Consumer Union Special Publications. 256 Washington Street, Mount Vernon, New York.

_____ Consumer Reports Buying Guide. 1969.

_____ Consumer Union Report on Life Insurance.

_____ *Dark Side of the Marketplace*. Senator Warren G. Magnuson and Jean Carper. 1968.

_____ *Intelligent Buyer's Guide to Sellers*. Dexter Masters. 1968.

_____ *Medical Messiahs*. James Harvey Young. 1968.

Cook, James. *Remedies and Rackets*. W. W. Norton Co. New York. 1958.

Deutsch, R. *The Nuts Among the Berries*. Ballentine Books. New York. 1962.

Books (continued)

Dunlop, Richard. *Doctors on the Frontier*. Doubleday and Company, Inc. 1964.

Gardiner, M. *Fads and Fallacies in the Name of Science*. Dover Publisher. New York. 1957.

Gentry, Curt. *The Vulnerable Americans*. Doubleday. Garden City. 1966.

Holbrook, Stewart H. *The Golden Age of Quackery*. Macmillan. New York. 1959.

Johns, E., Sutton W., Webster, L. *Health For Effective Living*. 4th edition. McGraw-Hill Book Co. New York. 1966.

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Maddox, Gaynor. *Slim-Down, Shape Up Diets for Teenagers*. Avon Book Division. The Hearst Corporation. New York. 1963. (paperback)

Margolius, Sidney. *Innocent Consumer vs the Exploiters*. Pocket Books, Inc. New York. 1968. $.95- (77013)

_____ *The Consumer's Guide to Better Buying*. Pocket Books, Inc. New York. 1966.

Neal, Harry. *The Protectors--The Story of the Food and Drug Administration*. Julian Messner. New York. 1968.

Packard, Vance. *The Hidden Persuaders*. Pocket Cardinal edition. Pocket Books, Inc. New York. 1968.

Pinckney, Edward R. *How to Make the Most of Your Doctor and Medicine*. Follett Publishing Co. Chicago. 1964.

Schoenfeld, David, and Natella, A. A. *The Consumer and His Dollars*. Oceana Publications, Inc. Dobbs Ferry, New York. 1966.

Smith, R. L. *Health Hucksters*. Thomas Y. Crowell. New York. 1960.

_____ *The Bargain Hucksters*. Crowell. New York. 1962.

Books (continued)

Trump, Fred. *Buyer Beware*. Abingdon Press. New York. 1965.

Young, J. H. *Toadstool Millionaires*--a social history of patent medicine in America before Federal regulations. Princeton University Press. Princeton, New Jersey. 1961.

Pamphlets (*Recommended for elementary school student use)

American Cancer Society
I have a secret cure for cancer

American Dental Association
*The care of children's teeth
*Toothbrushing

American Dietetic Association
Food facts talk back
Food mis-information (kit)

American Medical Association
Beware of health quacks
Chiropractic: the unscientific cult
Data sheet on National Health Federation, Department of Investigation. 1966
Defense against quackery
Did you know that? (chiropractic)
Eight ways to cut your doctor bills
Facts on quacks (questions and answers on different forms of quackery)
Food faddism and false claims-resource unit
Health quackery
How to be a better patient
Let's use, not abuse health insurance
Mechanical quackery
Merchants of menace
Nostrums and quackery
Proceedings-2nd and 3rd National Congress on Medical Quackery
Resource unit for senior high school
Take stock of your assets (import of good health insurance plan)
*Something can be done about acne
Vitamin supplements and their correct use

Pamphlets (continued)

Arthritis and Rheumatism Foundation
Arthritis quackery today
Quackery in arthritis
Reprint-"The hucksters of pain." *Saturday Evening Post*. August 24, 1963

Better Business Bureau
*Bait ads that hook your dollars
Don't fall for these gimmicks
Facts you should know about health quackery
Facts you should know about your Better Business Bureau
The old-time medicine man
They can't get it for you wholesale

Channing L. Bete Company
About extended care (Medicare)
Medicare and you; how it helps pay hospital and doctors' bills after 65
What everyone should know about health insurance

Cooley, Donald.
Beware of "health quacks." Birk and Co., Publishers. New York. 1962.

Federal Trade Commission
Guides against bait advertising
Investigate, stop, look says Federal Trade Commission
Let's join hands to prevent consumer deception
The consumer's right to know; political rhetoric or economic reality?

Health Insurance Institute
Policies for protection
Our family's health insurance: do we know the answers?
The new ABC's of health insurance

Medical Society of the State of New York
Proceedings of the New York State Congress on Health Quackery

Metropolitan Life Insurance Company
Profile of a practicing physician
*What's in your medicine chest?

Pamphlets (continued)

National Tuberculosis Association
*Ways to keep well and happy

New York State College of Home Economics
Nutritional sense and nonsense

Public Affairs Committee
A consumer's guide to health insurance plans
Making medical care better
Medicare - benefits and gaps; social security; your rights
The arthritis hoax
The Blue Cross story
The story of Blue Shield
Science vs. chiropractic

United States Department of Health, Education, and Welfare
Public Health Service
Consumer Protection and Environmental Health Service
Food and Drug Administration

Consumer Specialist
26 Federal Plaza, Room 836
New York, New York 10007

or

Consumer Specialist
599 Delaware Avenue
Buffalo, New York 14202

FDA Fact Sheets
CSS D2 Drug Side Effects
CSS D3 Medicine: Prescription and Over-the-Counter
CSS D4 Some Questions and Answers About Medicines
CSS D5 Oral Contraceptives
CSS D6 Self-Medication
CSS D7 Rainbow Pills
CSS D10 Thalidomide
CSS C1 Cosmetics
CSS G3 How the Consumer Can Report
CSS G5 Prices
CSS G7 Quackery
CSS G10 Informational Materials

Pamphlets (continued)

United States Government Printing Office - Food and Drug Administration Material

Pub. 2 - Requirements of the United States Food, Drug, and Cosmetic Act	.25
Pub. 5 - Facts for Consumers - FDA Approval of New Drugs	.15
Pub. 44 - How Safe Are Our Drugs?	.15
Pub. 45 - Young Scientists Look at Drugs	.15
Pub. 46 - The Use and Misuse of Drugs	.15
Pub. 52 - Drugs and Your Body	1.00

United States Department of Health, Education, and Welfare
Public Health Service
Inquiries Branch
Washington, D. C. 20201
PHSP 559 The Cancer Quacks
PHSP 375 Cancer: What To Know, What To Do About It

United States Post Office Department
How the Postal Inspection Service protects you against mail fraud
Mail fraud

United States Public Health Service
From hand to mouth
The cancer quacks

Periodicals (*Excellent sources-yearly subscription recommended)
(**Recommended for elementary school use)

Business World
"FTC gets a Nader needling." January 11, 1969.

***Changing Times*
"Don't get hooked by these mail frauds." July 1968.
"Gyps and swindles and schemes." June 1965.
"New look in consumer protection." November 1966.
"The great packaging scandal." November 1961.
"What the health hucksters are up to now." September 1964.

Consumer Report-with yearly buying guide. Subscription $6.00 per year, available through Consumer's Union. Mount Vernon, New York.
"Beware of mailman bearing gifts." November 1968.
"Let the reader beware." October 1965.
"Prescription for the FDA: a new dose of courage." August 1966.

F.D.A. Papers--FDA official magazine. Subscription $5.50 per year, available through U.S. Government Printing Office.

Good Housekeeping
"Our daughter was a victim of the world's cruelest hoax." November 1965.
"The medical dispute about treatment by chiropractors." May 1967.
"Unproven cancer cures that give false hope." May 1968.
"What's new at the institute? Lots of things." September 1965.

Journal of School Health
"Consumer education for the young buyer." March 1967.
"Education-a weapon against quackery." January 1964.
"Educational defenses against quackery." March 1968.
"Educational resources against quackery." November 1964.
"Health education and the middle-age child." November 1967.
"Some possible psychological dynamics of consumer health misconceptions." August 1968.
"The educational approach to the question of quackery." March 1964.

New Republic
"Protecting the consumer." January 4, 1969.

New York State Health News
"Food fakers flourish." March 1967.
"People, pain and promoters." December 1967.
"Public health and the consumer." January 1968.
"Quackery, old and new." March 1967.

PTA Magazine
"Quack and the dead." October 1968.

Periodicals (continued)

Saturday Evening Post
"New traffic in cures for cancer." February 10, 1968.

Science
"F.D.A.'s Edict: patients, not profits, come first." April 15, 1966.

Science Digest
"Quacks, the would-be MDs, who can harm you." January 1969.

Seventeen
"How to spot a fraud." April 1968.

Time
"Psychic surgery; A.M.A. conference on quackery." October 18, 1968.

**Today's Health*
"A.M.A.-F.D.A. rap diet pill fad." April 1968.
"Amazing facts about a crusade that can hurt your health." October 1966.
**"Do cold cures really work?" January 1961.
**"Doctors who helped win the west." October 1963.
**Do-it-yourself doctors of the old west." October 1963.
"Face burners." June 1966.
"Facts on quacks." February 1968.
"Facts on quacks: how to loose weight without diet, and other myths." November 1967.
"Fighting space-age quackery, symposium." December 1966.
"Food, fads and frauds." January 1969.
"Foreign quacks menace Americans." January 1969.
"Golden touch for chiropractors." June 1968.
**"Granny had a cure for everything." May 1963.
"Health books: reader beware." March 1969.
"Health insurance for everyone." November 1968.
"Help to the needy through Title 19, Medicaid." November 1967.
"H.E.W. rejects chiropractic." March 1969.
**"How some drugs got their names." April 1961.
**"How the guidance quacks work on your worries." December 1961.
"How to recognize a quack." February 1968.
"Incredible drown case." April 1968.

Periodicals (continued)

**"Iron curtain of superstition." April 1961.
"Mail order doctoring still a menace." June 1967.
"Medicare, medical milestone." January 1967.
"Natural remedies for arthritis." November 1968.
**"Quacktitioners in the old west." November 1964.
"Scientology, menace to mental health." December 1968.
"Showcase of charlatanism; National Museum of Medical Quackery." September 1968.
"Strange tales of medical imposters." October 1968.
"The battle for a nation's health." March 1969.
"The four horsemen of quackery - fear, gullibility, deceit, and deadliness." January 1965.
**"The paleface medicine men of the frontier." March 1964.
"The truth about magic ingredients." January 1967.
"Who's to blame for nutrition nonsense?" May 1967.

Suggested Audio-Visual Materials

Films (*Recommended for elementary school use)

A Reason For Confidence. Free short-term loan from National Medical Audiovisual Center (Annex) Station K, Atlanta, Georgia 30334 Att: Distribution. 28 minutes, color, shows how FDA works to assure consumers of safe drugs and foods.

Dialogue With Life. Modern Talking Picture Service, 1212 Avenue of the Americas, New York, New York 10036. 26 minutes, black and white, shows advances made in health care and health insurance.

Choosing a Doctor. McGraw-Hill Films, 330 West 42nd Street, New York. 16 minutes, black and white, stresses importance of choosing a doctor before illness strikes. (local or state health department)

Even For One. Sterling Movies. 28 minutes, describes the services of a general practitioner. (Local or State Medical Society)

Fraud Fighters. McGraw-Hill Films, 330 West 42nd Street, New York. 17 minutes, shows how government agencies maintain supervision over medicines, cosmetics and other products.

Films (continued)

Health Careers. Health Career Film Service, 13 East 37th Street, New York. 13 minutes, documents the theme that health is a community affair.

Journey Into Medicine. United World Films, 1445 Park Avenue, New York. 36 minutes, insight into training in medicine and public health.

Man Alive. Lederle Laboratories, Pearl River, New York. 10 minutes, color, scientific progress in research from practices of witch doctor to today.

Medicine Man. 30 minutes, color, story of quackery in nutrition and agencies that seek to combat this. (Local or State Medical Society) (free on loan)

Misery Merchants. Arthritis and Rheumatism Foundation, 10 Columbus Circle, New York 10019. 29 minutes, black and white, arthritis quackery. (local or state health department)

National Institutes of Health. 24 minutes, color, describes roles, development, and historical background of this agency. (local or state health department)

Not As It Was. Sterling Movies. 30 minutes, story of the A.M.A. (local or state medical society)

Nutritional Quackery. Associated Film Services, 3419 West Magnolia Boulevard, Burbank, California. 20 minutes, color, counteracts the conflicting, but sometimes convincing claims of the food faddist.

Quacks and Nostrums. 19 minutes, black and white, activities of the modern quacks and groups that protect the consumer. (local or state health department)

Report On Bootleg Dentistry. (local or state dental society)

**Science and Superstition.* Coronet Films.

**Science Detectives.* Modern Talking Pictures Service, 1212 Avenue of the Americas, New York, New York 10036.

Target Quackery. Arthritis and Rheumatism Foundation, 10 Columbus Circle, New York 10019, arthritis quackery.

Films (continued)

The Drug Debate. Lederle Laboratories, Pearl River, New York, congressional hearing.

The Health Fraud Racket. Free short-term loan from National Medical Audiovisual Center (Annex) Station K, Atlanta, Georgia 30334 Att: Distribution. 28 minutes, color, shows how to spot quackery in the areas of food, drugs, cosmetics, and medical devices.

**The Medicine Man.* Sterling Movies, Inc.

Too Tough to Care. Roswell Park Memorial Institute, 666 Elm Street, Buffalo. 25 minutes, color, designed to deglamorize and debunk cigarette advertising. (free on loan)

To Our Health. Lederle Laboratories, Pearl River, New York. 10 minutes, color, scientific progress in research from practices of witch doctor to today. (free on loan)

Up in Smoke. Roswell Park Memorial Institute, 666 Elm Street, Buffalo. 23 minutes, color, a satire on tobacco advertising. (free on loan)

**What is Disease.* Walt Disney.

**Your Skin.* Lever Brothers.

Filmstrips (*Recommended for elementary school use)

Dollars for Health. Institute on Life Insurance, Education Division, 488 Madison Avenue, New York 10022, motivates student interest in health insurance. (free on loan)

**Florence Nightingale.* Metropolitan Life Insurance Company.

**Louis Pasteur.* Metropolitan Life Insurance Company.

**Man's Struggle to Preserve Food.* Film Strip of-the-Month Club, Inc.

**Marie Curie.* Metropolitan Life Insurance Company.

Filmstrips (continued)

Mechanical Quackery. American Medical Association. 15 minutes. 60 color frames. (Local or State Medical Society)

The Exploited Generation. Guidance Associates, Pleasantville, New York. 2 full color filmstrips and 2 12" LP records with teachers manual. $35 a set.

**Walter Reed*. Metropolitan Life Insurance Company.

Transparencies (*Recommended for elementary school use)

DCA Educational Products, Inc., 4865 Stanton Avenue, Philadelphia, Pennsylvania 19144. Inquire regarding prices of sets and individual transparencies and list of local distributors.

How Safe Are Our Drugs? 22 transparencies with teacher's guide.
The Use and Misuse of Drugs. 20 transparencies with teacher's guide.
Drugs and Your Body. 21 transparencies with teacher's guide.

Visual Products Division, 3M Company, P.O. Box 3344, St. Paul, Minnesota 55101. 20 prepared color transparencies per set, $33 each set or printed originals, $1.25 each set.

Analyzing Influences on Health Choices
Applying Health Criteria
Areas of Specialization in Health
**Comparing Health Choices*
**Consumer Protection Sources*
Developing Health Criteria
Examining Non-Scientific Criteria
Governmental Agencies and Health
**Hazards of Self Diagnosis*
Health Information and Mass Media
**Influences on Health Choices*
Interpretation of Health Information
**Professional Health Specialists*

Robert J. Brady and Company, 130 Q Street, N.E., Washington D. C. 20002. Inquire regarding prices of transparencies and list of local distributors.

Drugs and Your Body. 20 transparencies.

SOURCES OF CONSUMER HEALTH EDUCATION MATERIALS

American Cancer Society, 219 East 42nd Street, New York, New York 10017.

American Dental Association, 222 East Superior Street, Chicago, Illinois.

American Dietetic Association, 620 North Michigan Avenue, Chicago, Illinois 60611.

American Medical Association, 535 North Dearborn Street, Chicago, Illinois 60610.

Channing L. Bete Company, Box 112, Greenfield, Massachusetts 01301.

Consumers' Research, Washington, New Jersey.

Federal Trade Commission, Washington, D.C. 20025.

Good Housekeeping Institute, 57th Street at 8th Avenue, New York, New York 10019.

Institute of Life Insurance, Education Division, 277 Park Avenue, New York, New York 10017.

Metropolitan Life Insurance Company, Health and Welfare Division, 1 Madison Avenue, New York, New York 10010.

National Better Business Bureaus, 230 Park Avenue, New York, New York 10017.

National Tuberculosis Association, 1790 Broadway, New York, New York 10019.

New York State Department of Health, 84 Holland Avneue, Albany, New York 12208.

Pharmaceutical Manufacturers Association, 1155 15th Street, Northwest, Washington, D.C. 20005.

Public Affairs Committee, 381 Park Avenue South, New York, New York 10016.

Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

The Arthritis Foundation, Inc., New York Chapter, 432 Park Avenue South, New York, New York 10016.

Sources (continued)

The Proprietary Association, 1717 Pennsylvania Avenue, Northwest, Washington, D.C. 20006.

United States Department of Agriculture, Consumer News, Cooperation Extension, Roberts Hall, Cornell University, Ithaca, New York.

United States Department of Health, Education and Welfare, Food and Drug Administration, United States Public Health Service, Washington, D.C. 20201.

United States Department of Health, Education and Welfare, Public Health Service, Health Services & Mental Health Administration, Office of Information - Public Inquiries, Washington, D.C. 20201.

United States Department of Health, Education and Welfare, Public Health Service, Consumer Protection and Environmental Health Service, Food and Drug Administration, Office of Education & Information, Washington, D.C. 20204.

United States Post Office Department, Washington, D.C. 20260.